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considered tagged with these time segments or intervals and trained with this data employing conventional collaborative filtering techniques. Various collaborative filtering techniques may be employed to carry out the present collaborative filtering model (e.g., correlation techniques, Bayesian machine learning, probability tree networks, etc.).

*BB*  
*5-3-10*  
Please replace the paragraph at page 13, line 20 with the following amended paragraph.

It is to be appreciated that the present invention is particularly suited for providing selected titles of programs or other multimedia utilizing an electronic programming guide. In this application, multiple members or users in a family utilize a single television system making it improbable to determine preferences for any particular member of the family. Therefore, the present system and method are ideally suited for this application because household viewing habits are typically consistent at different times of a day for weekdays versus weekends versus holidays. For example, children may watch children shows early Saturday mornings, while adults may watch different types of shows at different time periods, for example, soap operas at midafternoon, sports on weekends, news at night and more adult oriented shows late at night. The collaborative filtering models of the present invention apply time segmenting to an electronic programming guide for providing recommendations of program selections based on the temporal history of media viewing habits in a household.